



Reduce & Reuse (R&R) Workgroup

Creating a Culture of Reuse in MA

Virtual Meeting - July 29, 2020

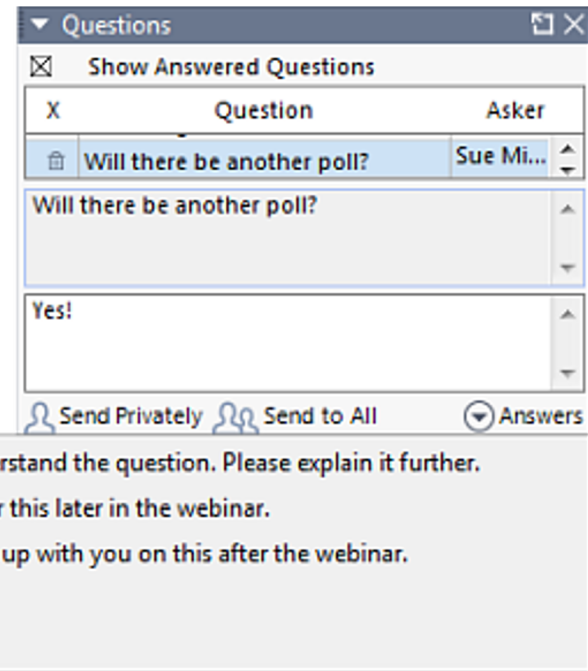
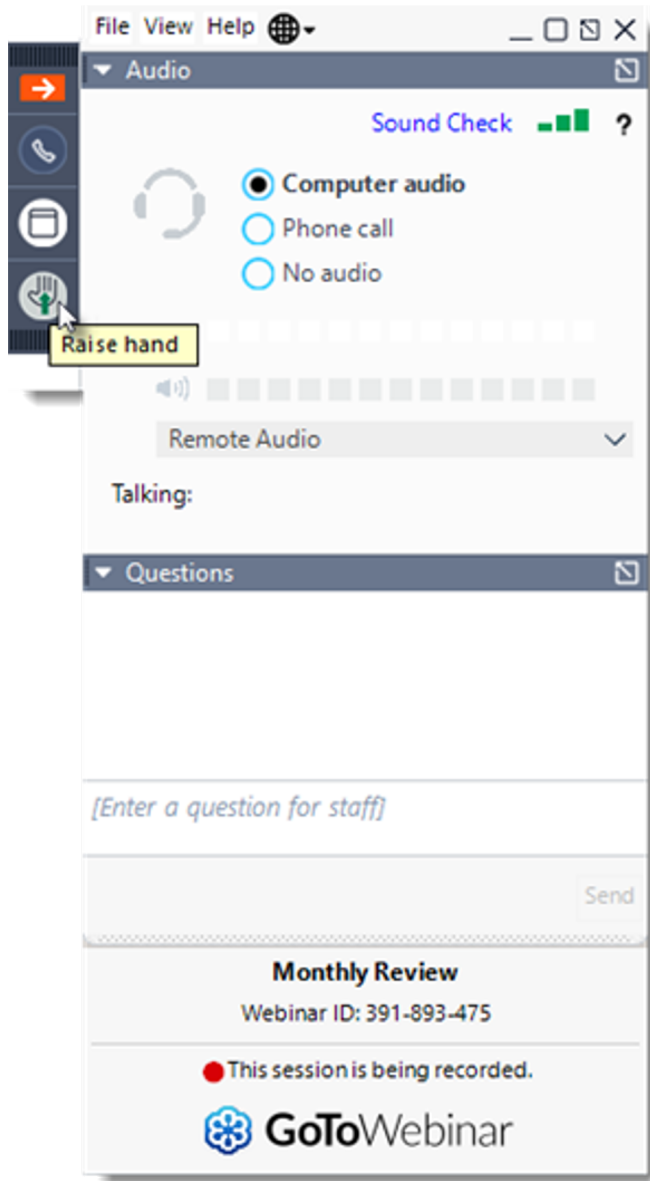
Agenda

- **6PM**
 - Housekeeping
 - R&R Workgroup Background
 - Where are we heading?
- **6:15 PM**

Creating a Culture of Reuse in MA

What we've heard so far
- **6:30 PM**

Roundtable Discussion: The Barriers and Strategies to promote a thriving culture of reuse in MA



Participating using GoToWebinar

Solid Waste Master Plan 2030

Public Comment Draft

DRAFT FOR PUBLIC COMMENT

Massachusetts 2030 Solid Waste Master Plan

September 2019



- Draft Solid Waste Master Plan
 - Source Reduction & Reuse section
 - Includes creating Strategic Reduce and Reuse Action Plan
 - Reduce & Reuse (R&R) Working Group will inform this action plan

Source Reduction and Reuse

Goals:

- Develop and implement expanded strategies to reduce waste at the source.
- Develop and implement policies and programs that extend the lifespan of products through reuse, repair and remanufacturing.

Priority materials: Durable goods including appliances, electronics and furniture, single use packaging and food service products, wasted food, building materials, transportation and distribution packaging

Strategies

Create a Strategic Reduce and Reuse Action Plan that will:

- Assess the best opportunities to increase materials reuse and extend product lifespans.
- Identify barriers and capacity needs among priority industries, including workforce development needs and technical gaps.
- Provide data on the state of reuse activity, economic benefit, materials diversion, and attitudes/behaviors around reuse.
- Create a network of source reduction and reuse industry stakeholders and hold an open

Figure 3.1 Libraries of Things at Peabody Institute Library, Danvers



Organics Action Plan

Reducing Waste and Donating Food

Barrier: Missing Opportunities to Reduce Food Waste and Donate Food

As more and more businesses separate wasted food to be diverted for disposal, it becomes clear that there are opportunities to reduce wasted food to begin with through more efficient food service operations. However, businesses need better information to identify these opportunities. In addition, in some cases, businesses divert food to composting, anaerobic digestion, or animal feed, when that food may still be high quality food that is safe to donate and serve to people. Businesses, food donation organizations, and local health officials need transparent guidance to ensure that this food can be donated safely and effectively.

Actions	Original Target Date	Status
Promote industry best management practices to reduce food waste generation <ul style="list-style-type: none">o Develop basic guidance on reducing food wasteo Complete survey of colleges & universities on food waste reduction strategieso Promote and share best practices from survey to increase their adoption	New	Complete Spring 2017
	New	Ongoing
Promote food waste reduction strategies at schools through the Massachusetts Green Team program	New	Ongoing
Create best management practices around food donation, engaging with stakeholders (Health Agents, food donation groups, etc.)	Ongoing	Ongoing
<ul style="list-style-type: none">o Partner with the Harvard Food Law and Policy Clinic to create legal fact sheet on food donation liability	New	Completed

Single Use Packaging

Building Materials

Textiles & Clothing

Electronics

Household Durable Goods

Organics/Food

Furniture

Revised Workgroup Schedule

- Kickoff Meeting - [March 2020](#)
- Creating a Culture of Reuse in MA - [April 2020](#); [May 2020](#); July 2020
- Reuse Roundtable: *The Future & Safety of Reuse in MA* - [May 2020](#)
- Household Durable Goods - [May 2020](#); June 2020
- Repair Panel Discussion - August 2020
- Single Use Packaging & Food Service Products
- Used/Surplus Furniture (Commercial/Institutional)
- Electronics
- Textiles & Clothing
- Building Materials
- Transportation & Distribution Packaging

What do you think are the major challenges, barriers or obstacles to source reduction & reuse in MA?

The following barriers were identified by R&R stakeholders in prior workgroup meetings and a post-meeting survey. This information will be taken into consideration when developing the MassDEP R&R Action plan.

To see past meeting summaries, visit:

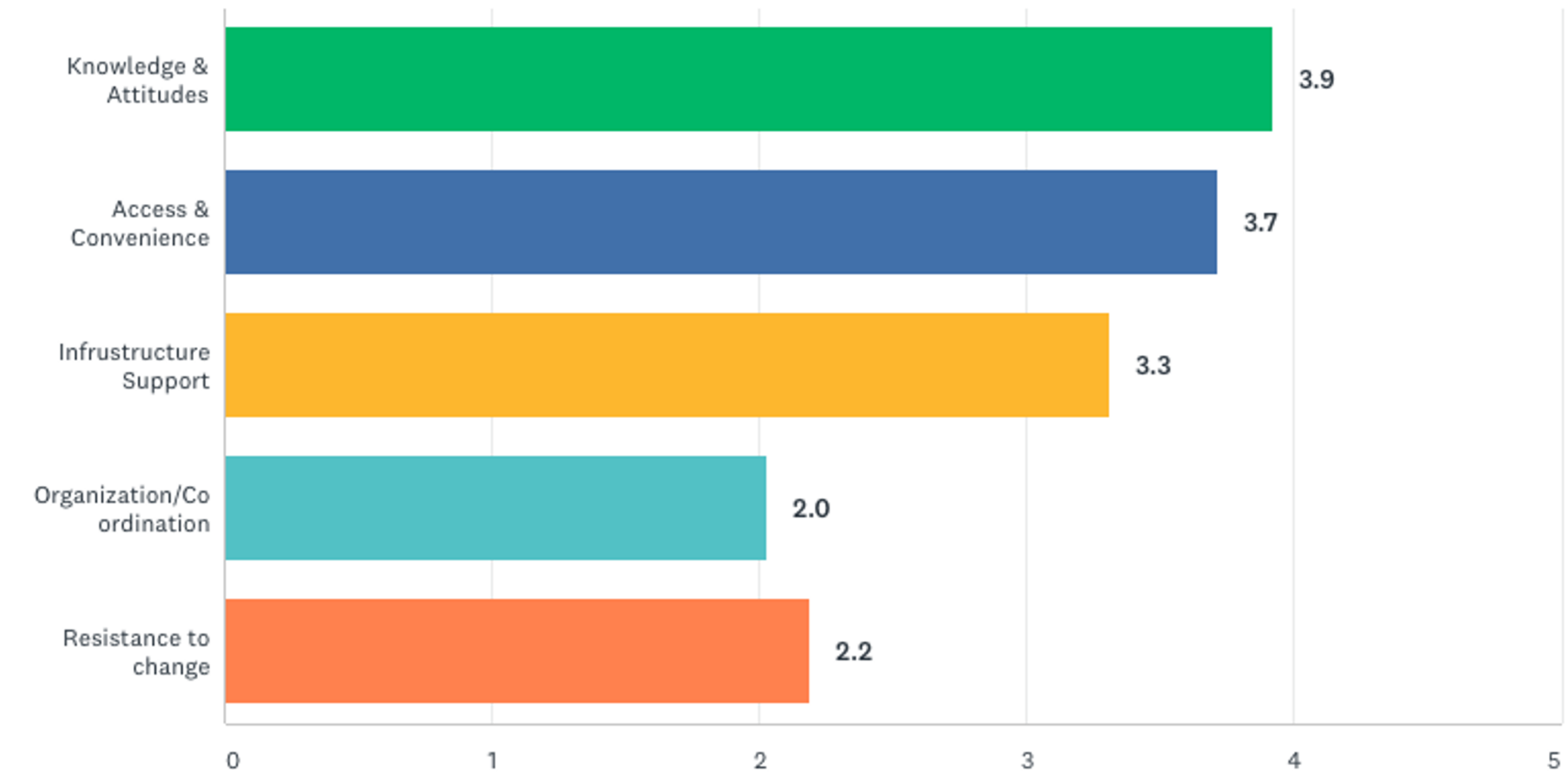
<https://www.mass.gov/lists/reduce-reuse-rr-working-group-archive>

Summary of Barriers:

- Consumers lack the knowledge, attitudes or behaviors that would support a greater cultural adoption of source reduction and reuse in Massachusetts
- Insufficient access to and convenience of reuse and repair options in Massachusetts
- Need for greater infrastructure support for reuse and repair organizations
- Lack of organization and coordination amongst reuse organizations in Massachusetts
- Resistance to change: status quo interests oppose/resist initiatives to reducing, reusing and repairing consumer goods

Which of these barriers should we prioritize addressing?

Answered: 37 Skipped: 3



Are there other barriers to
reuse becoming more
mainstream?

What are we missing?

What actions can we take to help create a culture of source reduction and reuse in MA?

The following potential strategies were identified by R&R stakeholders in prior workgroup meetings. These strategies will be taken into consideration when developing the MassDEP R&R Action plan. While MassDEP will be unable to lead on all of these strategies identified; some may be a good fit for other stakeholders to advance.

To see past meeting summaries, visit:

<https://www.mass.gov/lists/reduce-reuse-rr-working-group-archive>

Barrier: Consumers lack the knowledge, attitudes or behaviors

Identified Strategies:

- Develop communications plan to help residents adopt best practices for reducing waste, increasing reuse and repair, and extending product lifespans (education campaign similar to Recycle Smart MA)
- Create an online calculator to quantify the environmental, social and economic benefits of choosing reuse/repair/share over purchase and disposal to help Massachusetts residents, businesses and municipalities better understand the benefits of reuse options.

Recycle Smart Newsletter



Cooped up at Home? Tips to Reduce, Reuse, Recycle & Compost



RecycleSmartMA.org



[Facebook](https://www.facebook.com/RecycleSmartMA)



[Twitter](https://twitter.com/RecycleSmartMA)



[Instagram](https://www.instagram.com/RecycleSmartMA)

Barrier: Insufficient access to and convenience of reuse and repair options

Identified Strategies:

- Develop an online tool/map to help connect Massachusetts residents with reuse/repair/share resources across the state
- Identify and promote the adoption of systems that lower the barriers to reduce/reuse/repair/share (i.e. nudges that make the default option one that supports R&R such as having to opt-in to receive single-use utensils)
- Promote expansion and capacity building of repair events, library of things, tool lending libraries, and swap shops throughout the state

I would like to

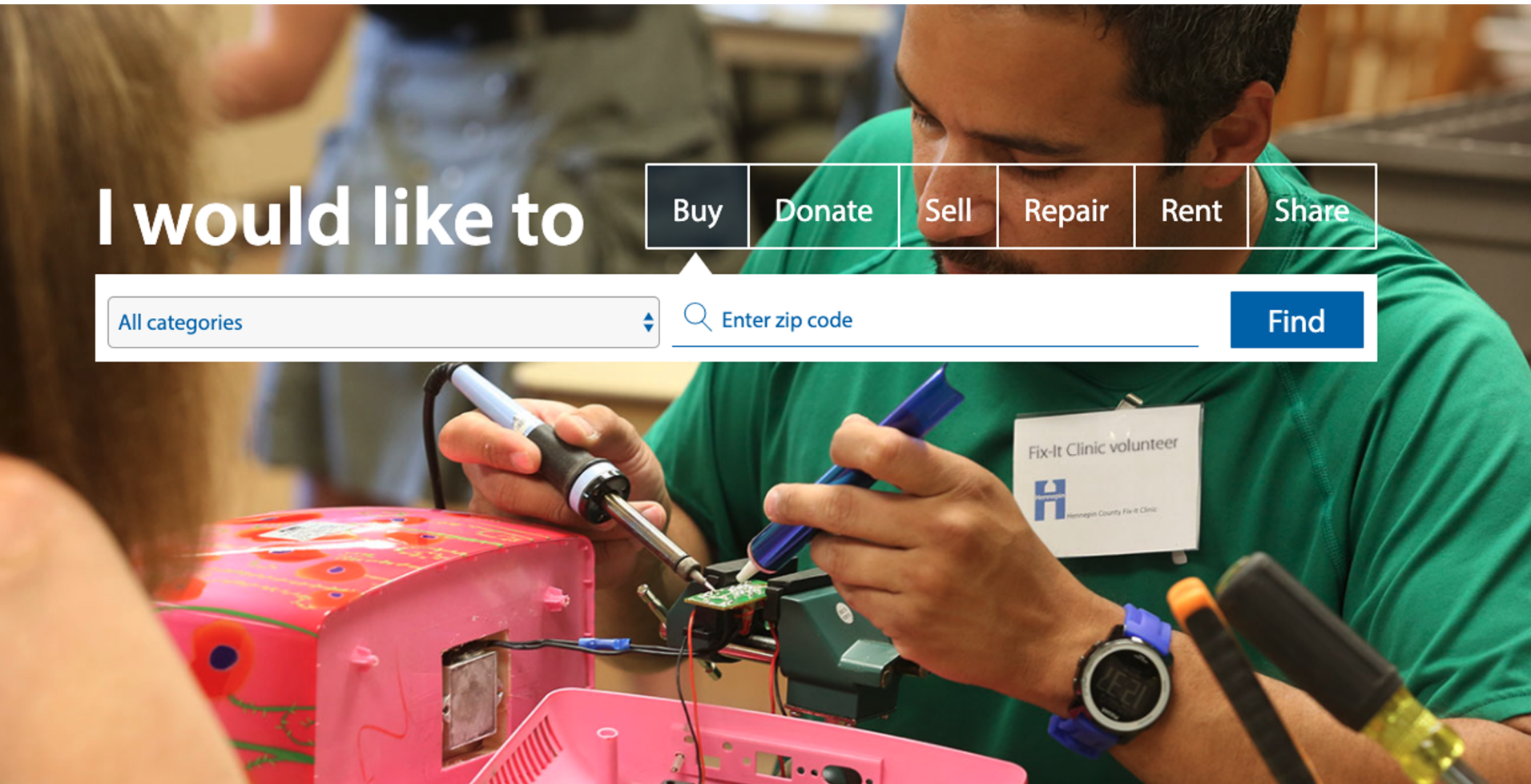
[Buy](#)[Donate](#)[Sell](#)[Repair](#)[Rent](#)[Share](#)

All categories



Enter zip code

Find



Choose to Reuse: Hennepin County, Minnesota

Barrier: Need for greater infrastructure support for reuse and repair organizations

Identified Strategies:

- Continue to provide MassDEP [micro grants](#) and [waste reduction grants](#) to NGOs, businesses, and municipalities to increase capacity of reuse and repair initiatives
- Incentivize municipal investments in reuse/repair/share programs
- Provide trainings and share best practices to institutionalize reuse/repair/share programs
- Develop job training program to support development of repair skills

Reduce, Reuse, Repair Micro-Grant

RRR Micro-Grant



Recently Funded Projects Include:

- Greening Greenfield & The Pittsfield Chapter of the BagShare Program
- More Than Words - Used Textile Collection
- Berkshire Environmental Action Team - Zero Waste Initiative
- Town of Rowe - Library of Things
- Mount Wachusett Community College - Reusable trays and cutlery in the cafe
- Brickyard Collaborative- Repair events
- Lexington Public School - Eliminating single use plastic bags in the cafeteria
- Taunton Housing Authority - Tool Lending Library at the Community Garden
- Fresh Start Furniture Bank - Loading Dock
- Coffee Cup Collective - Reusable Coffee Cups

Barrier: Lack of organization and coordination amongst reuse organizations

Identified Strategies:

- Continue to bring R&R stakeholders together frequently to facilitate information sharing/networking
- Facilitate info sharing amongst reuse stakeholders through an online listserv & esource sharing platform/repository
- Identify an agency/organization to take the lead on reuse and coordinate efforts across the state
- Develop and share case studies of successful swap shops/sheds, library of things and tool libraries, and repair and reuse events

MA Reduce & Reuse Network



A listserv for anyone interested in source reduction and reuse regulations, policies, and programs in Massachusetts. Connect with other like-minded people from non-profits, businesses, local and state government, community groups, and passionate change agents across the state. This forum is intended to help people share resources, ideas, best practices, fact sheets, and more.

Join by emailing: ReduceReuseNetwork-MA+subscribe@googlegroups.com

Share by emailing:
reducereusenetwork-ma@googlegroups.com

Virtual Repair Events



Barrier: Resistance to change

Identified Strategies:

- Identify potential allies for reuse legislation in MA and start a dialogue with legislators (local and state) about reuse/repair. **
- Support Right to Repair legislation.**
- Mandate durability through institutional procurement.
- Leverage state and local governments to help drive demand for refurbished items like pre-owned, refurbished office equipment, office furniture, etc.

**MassDEP is unable to take lead on legislative initiatives

CT, State Contract: Purchase and Rental of Pre-Owned Office Furniture



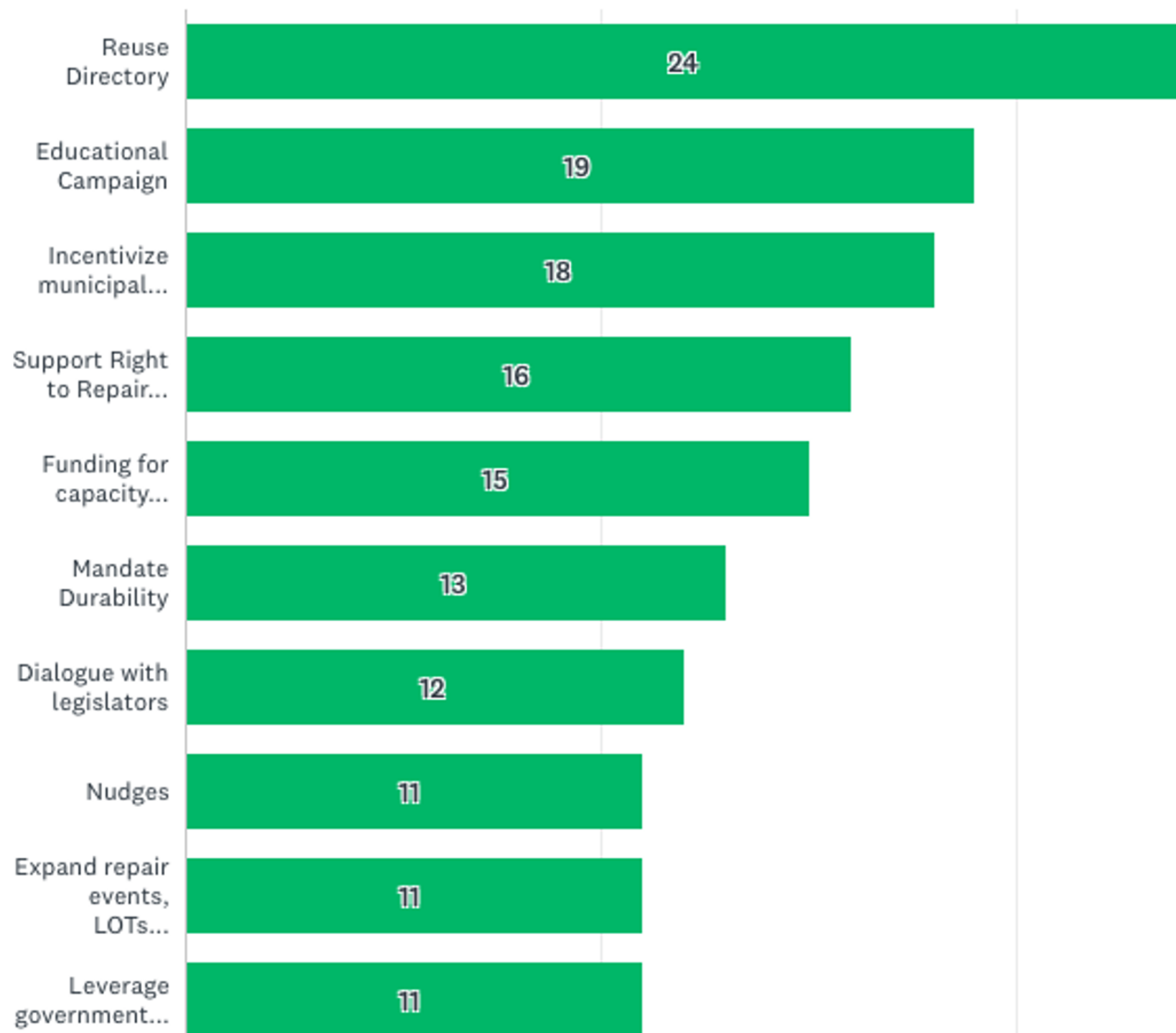
Herman Miller Aeron

Compare MSRP: \$1375.00

\$499.00

What do you see as the top 5 strategies we should prioritize in order to promote a culture of reuse in MA?

Answered: 40 Skipped: 0



Are there other actions
that we can take to
promote a robust reuse
culture in MA?

What are we missing?

We need YOUR help: Crowdsourcing the MA Reuse Directory

Tell us about the reuse/repair/share retailers in your city, town or neighborhood: <https://airtable.com/shritqRieYZI54YQ5>

MA Reuse Directory

To add a retailer to the MA Reuse Directory, please fill out the following:

Organization Name

Address

Phone

Services:

- ☐ Customers can buy
- ☐ Customers can sell
- ☐ Customers can donate
- ☐ Customers can repair
- ☐ Customers can rent
- ☐ Customers can share

Accepted Items:

Which items are accepted for donation or repair?

Next Meeting

**The R&R workgroup typically meets the 4th Wednesday of each month at 11AM.*

Date: Wednesday, August 26

Time: 11AM - 1PM

Location: Virtual.

[Register Here](#)

Meeting topic:

Repair Panel Discussion

News & Updates

Based on input received during its initial fall 2019 public comment period on the **Draft 2030 Solid Waste Master Plan**, as well as other developments, MassDEP has scheduled four more online public hearings on the document and will accept additional public comment through September 15, 2020. The re-opened public comment period will focus specifically, but not exclusively, on issues of environmental justice, climate change, and the impacts of the COVID-19 pandemic as they relate to solid waste management in Massachusetts. See the webinar playback in **Additional Resources** below for an overview of the Draft Master Plan.

Notice of Re-Opened Public Comment Period:

[English](#) | [Español](#) | [中文](#) | [繁體中文](#) | [Kreyòl Ayisyen](#) | [Português](#) | [Tiếng Việt](#)

Online Public Hearings: July 22, August 20 & September 1 & 10, 2020

Public Comment Period: Ends September 15, 2020

Public Comment Period Re- Opened

**Deadline for Comment is
September 15, 2020**

Updated R&R Workgroup Contact Directory

R&R Workgroup Contacts

To join the R&R
workgroup or update
your information using
this [form](#) or by
emailing
erin.victor@mass.gov